

# Yueh Fang Wu Feng

Creative Director | Art Director



I build brand worlds. With 20 years of agency leadership, I define premium visual languages, architect creative systems, and lead high-performing teams that turn disruptive product innovation into culture-defining work. I live at the intersection of art direction, social storytelling, and hands-on craft — turning brand briefs into campaigns that create desire, build loyalty, and get talked about.

Greater New York City Area

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## The Toolkit

### Leadership

Team Building, Product Launches, Design Systems, Brand Identity, Integrated Campaigns, Pitches, Creative Strategy, Visual Storytelling, Client Workshops & Brainstorms

### The Craft

Art Direction, Visual Brand Identity, Campaign Concepting, Packaging Direction, Social-Native Content, Storyboarding, Human-Centered Design, Creator & Influencer Collaboration

### The Hands-on

Figma, Photoshop, Illustrator, InDesign, Premiere, After Effects, Audition, On-set Production

### The Future: Social & AI

TikTok, Reels, CapCut, Higgsfield, Claude Code, Adobe Firefly, AI-Integrated Creative Workflows

## Education

### MFA

Rochester Institute of Technology

### BA

Southern Illinois University

### Motion Design Certificate

Pratt Institute

## Professional Experience

### Rapp | Creative Director / 2021 - 2026

- **The Brand World:** Built the agency's first social-first creative team from the ground up, defining visual systems and creative culture needed to scale high-craft storytelling at launch speed.
- **The Strategic Win:** Led the pitch and secured the agency's first Social AOR by proving visual authenticity, not just advertising, drives consumer loyalty.
- **The Innovation Edge:** Integrated Figma automation and AI-aided video into workflows, increasing speed-to-market without sacrificing craft.

### imre | Creative Director / 2018 - 2021

- **Product Launch Excellence:** Led a Women's Sexual Health AOR to "Best Product Launch" honors (MM&M / Manny Awards) and was recognized as Elite Creative Director (2021). The result was proof that premium visual storytelling and emotional brand positioning drive real market impact.
- **Human-Centered Brand Building:** Won Oncology and HIV pitches by translating complex product stories into empathetic, visually distinctive campaigns.

### Havas | Freelance Creative Director / 2017 - 2018

- **Category Insights:** Contributed to new business pitches across regulated categories, uncovering human "hooks" and translating insight into bold creative platforms.

### Digitas Health | VP, Creative Director / 2014 - 2016

- Creative Lead ( 2009 -2010 ) - VP, Associate Creative Director ( 2010 - 2013 )
- **Commercial Turnaround:** Reversed a 10-year sales decline by transforming product messaging into social-native storytelling that built a loyal community.
- **Creative Excellence:** Led an RA Biologic campaign that was the only US pharma work shortlisted for Lions Health 2017.
- **Organic Reach:** Launched a product via YouTube-integrated campaign that achieved massive organic reach through utility-led visual narrative.

### RGA / Senior Designer / 2004 - 2008

- **The Digital Boom:** Led the global digital launch for J&J's Baby Sleep across e-commerce, site design, video production, and CRM.
- **Household Names:** Built the "Clean Home Journal" for SC Johnson, creating a cohesive visual identity and editorial voice for Windex and Ziploc across print and web.
- **Times Square:** Re-imagined the Bank of America digital experience, with work culminating in a live Times Square installation.

### Razorfish | Senior Designer / 1999 - 2002

- **The First Smart Home:** Led UI design for 3com Audrey, the world's first smart home appliance.
- **Brand Building:** Digital identity and web relaunches for JPMorgan and Citrix.